

ABSTRAK



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Analisis Resepsi Followers TikTok @skintific_id Terhadap Brand Awareness
Produk Moisturizer Skintific

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Brand awareness merupakan salah satu cara bagi perusahaan untuk menciptakan nama merek dan menciptakan kesan yang kuat di kalangan konsumen. Skintific merupakan produk baru yang memiliki *brand awareness* yang baik hadir di Indonesia mulai Agustus 2021. Media sosial berperan penting dalam memasarkan produk yang disampaikan secara digital kepada masyarakat. Dengan produk *5X Ceramide Barrier Repair Moisture Gel*, Skintific berhasil jadi *skincare* viral di TikTok dan menduduki posisi kedua dalam penjualan yang sangat baik sebagai *brand* produk baru muncul.

Penelitian kualitatif ini menggunakan pendekatan kualitatif dengan metode analisis resepsi serta teknik *purposive sampling*. Berdasarkan hasil penelitian, khalayak atau informan lebih banyak berada diposisi Dominan dibanding posisi Negoisasi dan Oposisi dalam memberikan resepsi mereka terhadap brand Skintific produk *5X Ceramide Barrier Moisture Gel* dalam akun TikTok @skintific_id. Dalam hal ini Skintific dapat dinilai berhasil dalam membangun *brand awareness* dan informan dominan berada pada kategori *Spontananeous Awareness* terhadap produk *5X Ceramide Barrier Repair Moisture Gel*. Namun dalam hal komunikasi yang dilakukan pada akun TikTok @skintific_id yang dinilai masih kurang responsif.

Kata kunci : *Brand awareness, Skintific, Moisturizer, TikTok, Analisis resepsi*

ABSTRACT



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Journals

Brand awareness is one way for companies to create a brand name and create a strong impression among consumers. Skintific is a new product that has good brand awareness and will be present in Indonesia starting August 2021. Social media plays an important role in marketing products that are delivered digitally to the public. With the 5X Ceramide Barrier Repair Moisture Gel product, Skintific has succeeded in becoming a viral skincare on TikTok and occupies the second position in excellent sales as a new emerging product brand.

This qualitative research uses a qualitative approach with reception analysis methods and purposive sampling techniques. Based on the research results, more audiences or informants are in a dominant position compared to Negotiation and Opposition positions in giving their reception of the Skintific brand 5X Ceramide Barrier Moisture Gel product on the TikTok account @skintific_id. In this case Skintific can be considered successful in building brand awareness and the dominant informants are in the Spontaneous Awareness category for the 5X Ceramide Barrier Repair Moisture Gel product. However, in terms of communication made to the TikTok @skintific_id account, it is considered to be unresponsive.

Keywords : Brand awareness, Skintific, Moisturizer, TikTok, Reception analysis